



The ART of Messaging

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**Green
Mountain
Energysm**

What is the ART of Messaging?

- > Create *A*dvocacy for your product through *R*elevant and *T*argeted communications

A Framework For Messaging

- > Your message does not exist within a vacuum
 - o Competitors
 - o Consumer trends
 - o Existing consumer perceptions
- > Role of messaging in go-to-market strategy
 - o Product
 - o Channel
 - o Customer

What is Market Context for Messaging?

- > A New Twist On Competition
 - o What prevents a REC marketer from competing with a green pricing program?
- > Katrina Makes Global Warming Relevant
 - o Higher energy prices are personal.
- > Green As A Commodity
 - o If everyone's value proposition is the same, pricing will drive industry structure.
- > Reliance on Government Subsidies
 - o Businesses that can't attract private capital usually fail.

The ART of Messaging

Targeting



Mass Market



Targeted Segment

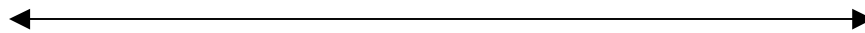


1:1 Communication

Targeted and personal messages are more compelling and effective

The ART of Messaging *Targeting*

Global



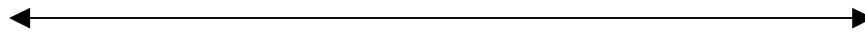
Individual



The ART of Messaging

Relevance

Functional



Emotional

How it works



How it benefits you



How it makes you feel

An emotional connection drives enduring customer relationships

The Art of Messaging

Relevance

Functional

Emotional

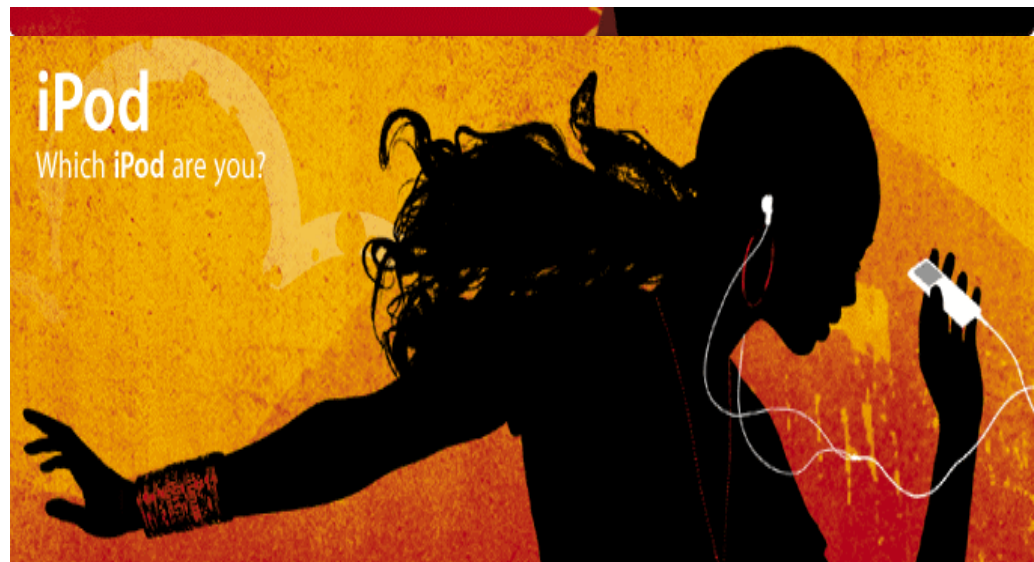


Featured at
\$579

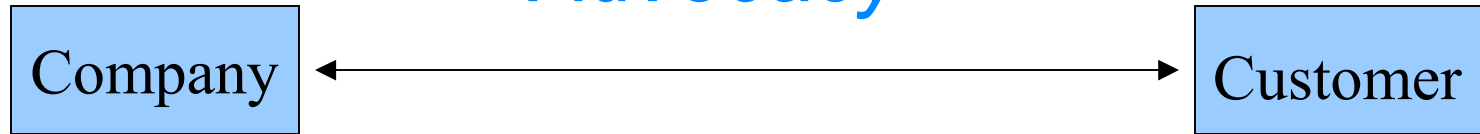
Dimension 3000

Essential Technology on a Budget

- Intel® Celeron® D Processor 320 (2.40GHz, 533 FSB)
- Microsoft® Windows® XP Home Edition
- 512MB DDR SDRAM at 400MHz
- 80GB² Ultra ATA/100 7200RPM Hard Drive
- Single Drive: 48x CD-RW / DVD-ROM Combo Drive
- **FREE (3-5 Day) Shipping!** With ANY ONLINE purchase over \$599 (before tax and fees) \$29 Handling Charge applies.



The ART of Messaging *Advocacy*



Broadcast messages to market



Communicate to build trust



Customer brags about you

The most powerful marketing is an advocacy message from a friend

The ART of Messaging *Advocacy*




**THE END
OF LATE FEES.
THE START OF
MORE.**

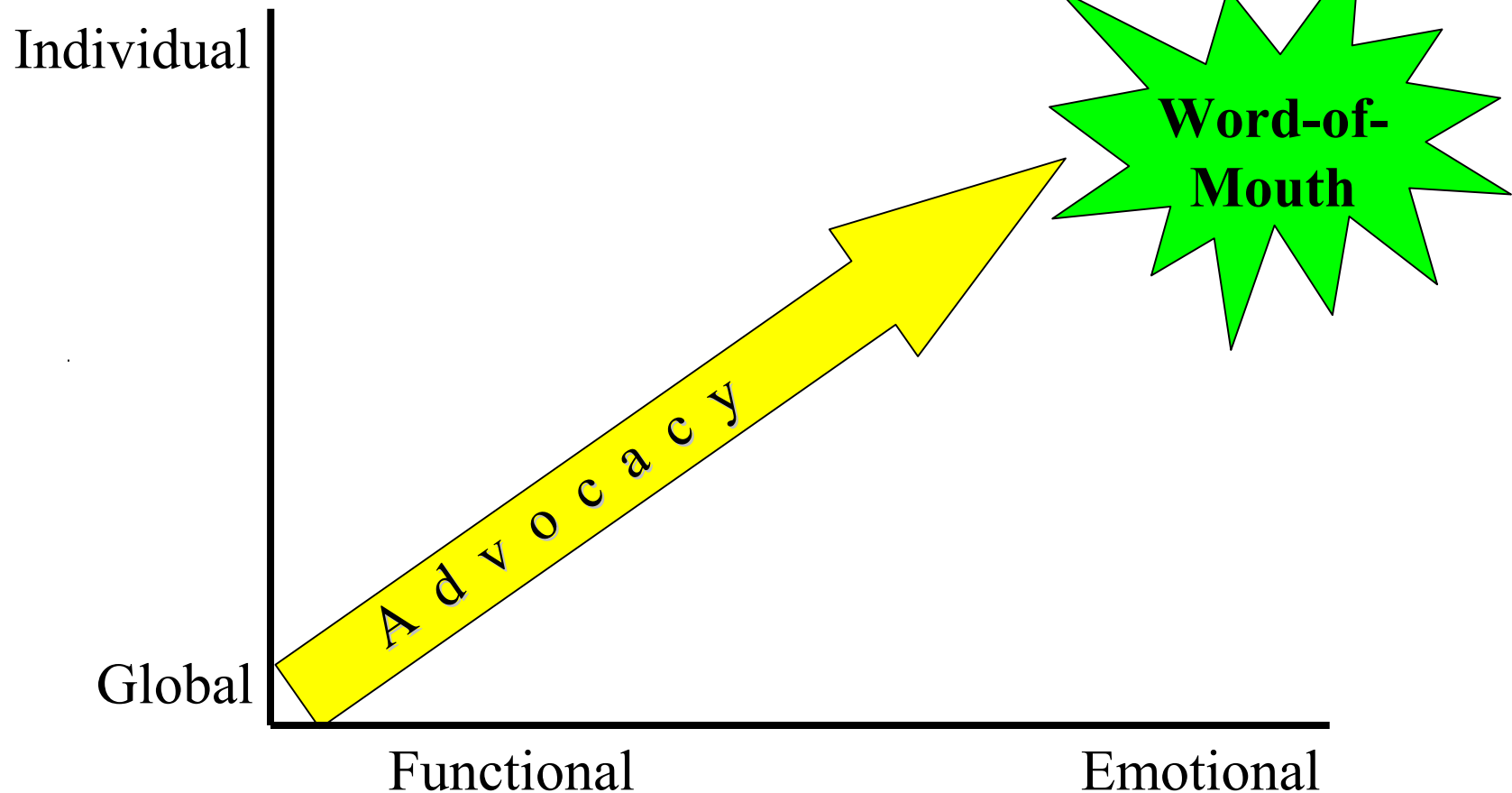
**Invite a few Netflix *Friends*™
to join your Friends List**

★★★★☆

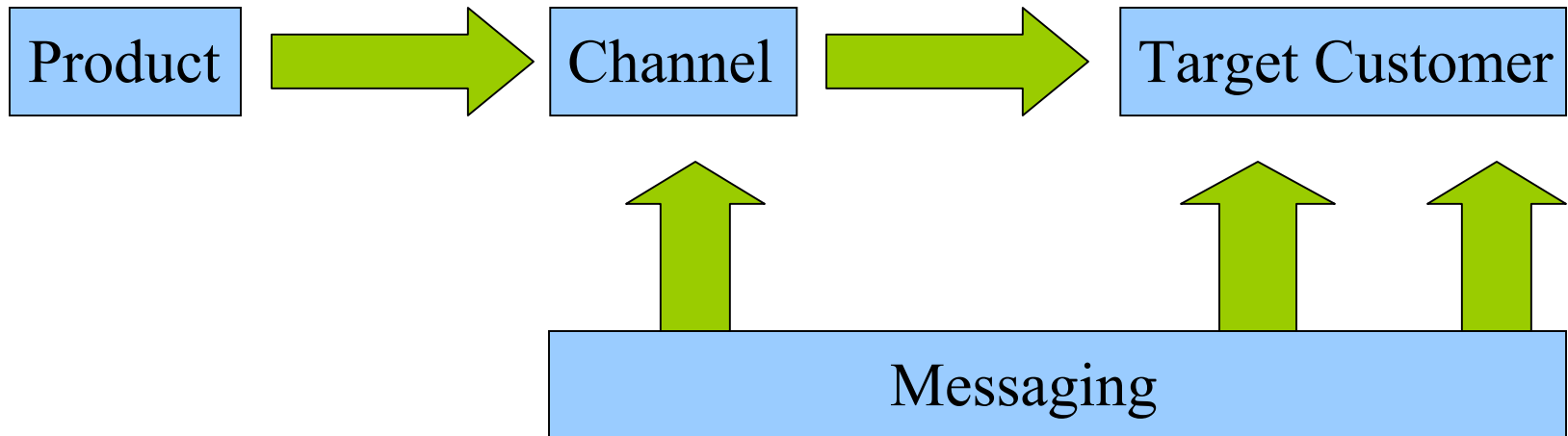
Once they accept, you can see each other's ratings and Queue information and suggest movies to each other.



The ART of Messaging *Results*



Messaging Starts With Product



Messaging challenges often reveal underlying product shortcomings

Green Power Examples

Global	Individual
"It's good for the environment."	"Help clean the air you breathe."

"Support renewable energy."

Functional	Emotional
"It's a 100 kWh block of wind power"	"Peace of Mind" plan

"Avoids 1,000 pounds of CO2"

Company	Customer
"It's here. It's real. It's working."	

Bill inserts

Messaging Homework

- > Ask yourself three questions:
 - How do I create/communicate benefits at a personal level?
 - How do I create an emotional “hook” in my messaging?
 - How do I get customers to brag about my product?